

# Social Media Marketing Research

## 社會媒體行銷研究

### Social Media Marketing

1002SMMR03

TMIXM1A

Thu 7,8 (14:10-16:00) U505

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2012-03-01

# 課程大綱 (Syllabus)

| 週次 | 日期        | 內容 (Subject/Topics)                                   |
|----|-----------|---|
| 1  | 101/02/16 | Course Orientation of Social Media Marketing Research |
| 2  | 101/02/23 | Social Media: Facebook, Youtube, Blog, Microblog      |
| 3  | 101/03/01 | <b>Social Media Marketing</b>                         |
| 4  | 101/03/08 | Marketing Research                                    |
| 5  | 101/03/15 | Marketing Theories                                    |
| 6  | 101/03/22 | Measuring the Construct                               |
| 7  | 101/03/29 | Measurement and Scaling                               |
| 8  | 101/04/05 | 教學行政觀摩日 (--No Class--)                                |
| 9  | 101/04/12 | Paper Reading and Discussion                          |

# 課程大綱 (Syllabus)

| 週次 | 日期        | 內容 (Subject/Topics)                |
|----|-----------|------------------------------------|
| 10 | 101/04/19 | Midterm Presentation               |
| 11 | 101/04/26 | Exploratory Factor Analysis        |
| 12 | 101/05/03 | Paper Reading and Discussion       |
| 13 | 101/05/10 | Confirmatory Factor Analysis       |
| 14 | 101/05/17 | Paper Reading and Discussion       |
| 15 | 101/05/24 | Communicating the Research Results |
| 16 | 101/05/31 | Paper Reading and Discussion       |
| 17 | 101/06/07 | Term Project Presentation 1        |
| 18 | 101/06/14 | Term Project Presentation 2        |

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**Dave Evans** with Jake McKee

Foreword by Susan Bratton, CEO, Personal Life Media, Inc.

# Social Media Marketing

*The Next Generation of Business Engagement*





# Social Media

Strategies for Engaging in Facebook, Twitter & Other Social Media

# Marketing



Copyrighted Material  
A **BUSINESSWEEK** BESTSELLER

OVER A QUARTER MILLION COPIES IN PRINT  
IN MORE THAN 25 LANGUAGES

# The **NEW RULES** of **MARKETING** & **PR**

HOW TO USE SOCIAL MEDIA,  
ONLINE VIDEO, MOBILE  
APPLICATIONS, BLOGS,  
NEWS RELEASES & VIRAL  
MARKETING TO REACH  
BUYERS DIRECTLY

Completely  
Revised & Updated  
Third Edition



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**DAVID MEERMAN SCOTT**

# Outline

- Social Media Marketing
- Marketing
- Marketing Management

# Social Media Marketing- Marketing and Sales in Social Media

- Social Media and the **Voice of the Customer**
- Integrating Social CRM Insights into the Customer Analytics Function
- Using Social Media to Drive Product Development and Find New Services to Sell
- Social Community Marketing and Selling



# Marketing

- “**Marketing** is an organizational function and a set of processes for creating, communicating, and delivering **value** to customers and for **managing customer relationships** in ways that benefit the organization and its stakeholders.” (Kotler & Keller, 2008)

# Marketing Management

- “Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.” (Kotler & Keller, 2008)

# Marketing

# Selling

# Selling is only the tip of the iceberg



*“There will always be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed is to make the product or service available.”*

*Peter Drucker*

# Obtaining Products



# For an exchange to occur...

- There are at least two parties.
- Each party has something that might be of value to the other party.
- Each party is capable of communication and delivery.
- Each party is free to reject the exchange offer.
- Each party believes it is appropriate or desirable to deal with the other party.

# What is Marketed?

- **Goods** (tangible)
- **Services** (intangible)
- **Events** (time based—trade shows) and **Experiences** (Walt Disney World's Magic kingdom)
- **Persons** (Artists, Musicians, CEO, Physicians)
- **Places** (Cities, States, Regions, Nations) and **Properties** (Intangible rights of ownership of real estate or financial properties)
- **Organizations** (Universities, Museums, Performing Arts Organization)
- **Information** (Books, Schools, Magazines)
- **Ideas** (Revlon sell hope)

# Marketing Goods





This is the watch Stephen Hollingshead, Jr. was wearing when he encountered a drunk driver.  
Time of death 6:55pm.

**Friends Don't Let Friends Drive Drunk.**



# Marketing Ideas:

## Friends Don't Let Friends Drive Drunk

*This is the watch  
Stephen Hollingshead, Jr. was  
wearing when he encountered a  
drunk driver.  
Time of death 6:55 p.m.*

# Key Customer Markets

- **Consumer markets** (personal consumption)
- **Business markets** (resale or used to produce other products or services)
- **Global markets** (international)
- **Nonprofit/Government markets** (Churches, Universities, Charitable Organizations, Government Agencies)

# Key Customer Markets

Consumer Markets



Global Markets



Business Markets



Nonprofit/ Government Markets



# The marketplace isn't what it used to be...

Changing technology

Globalization

Deregulation

Privatization

Empowerment

Customization

Convergence

Disintermediation



# Company Orientations

- **Production**
  - consumers will prefer products that are widely available and inexpensive
- **Product**
  - consumers favor products that offer the most quality performance, or innovative features
- **Selling**
  - consumer and businesses, if left alone, won't buy enough of the organization's products
- **Marketing**
  - find the right product for the consumers (i.e., satisfy the wants and needs of the consumers)

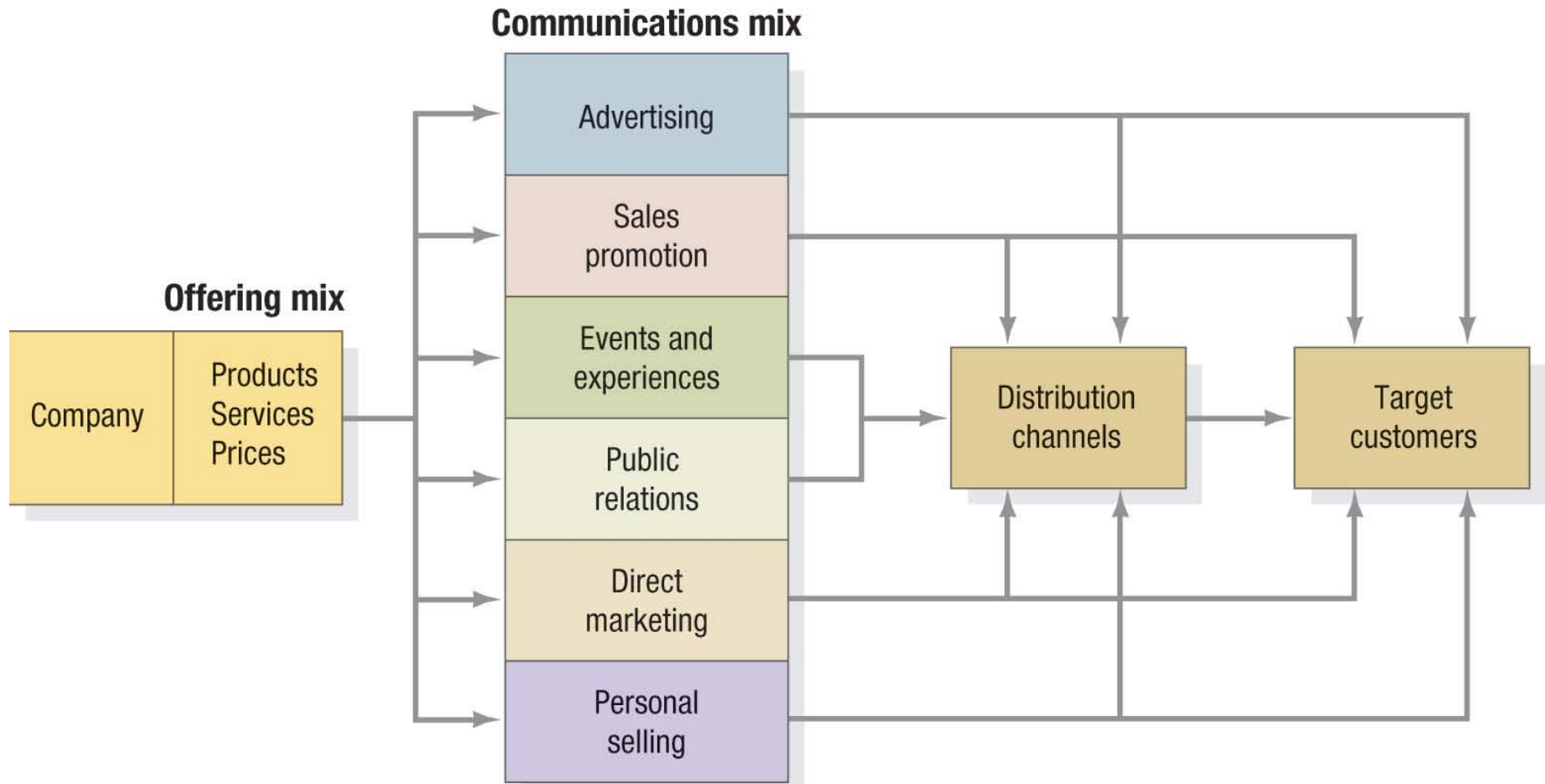
# Marketing 4P

- Product
- Price
- Place
- Promotion

# The Four P's



# Marketing-Mix Strategy





# Marketing Mix and the Customer

## Four Ps

- Product
- Price
- Place
- Promotion

## Four Cs

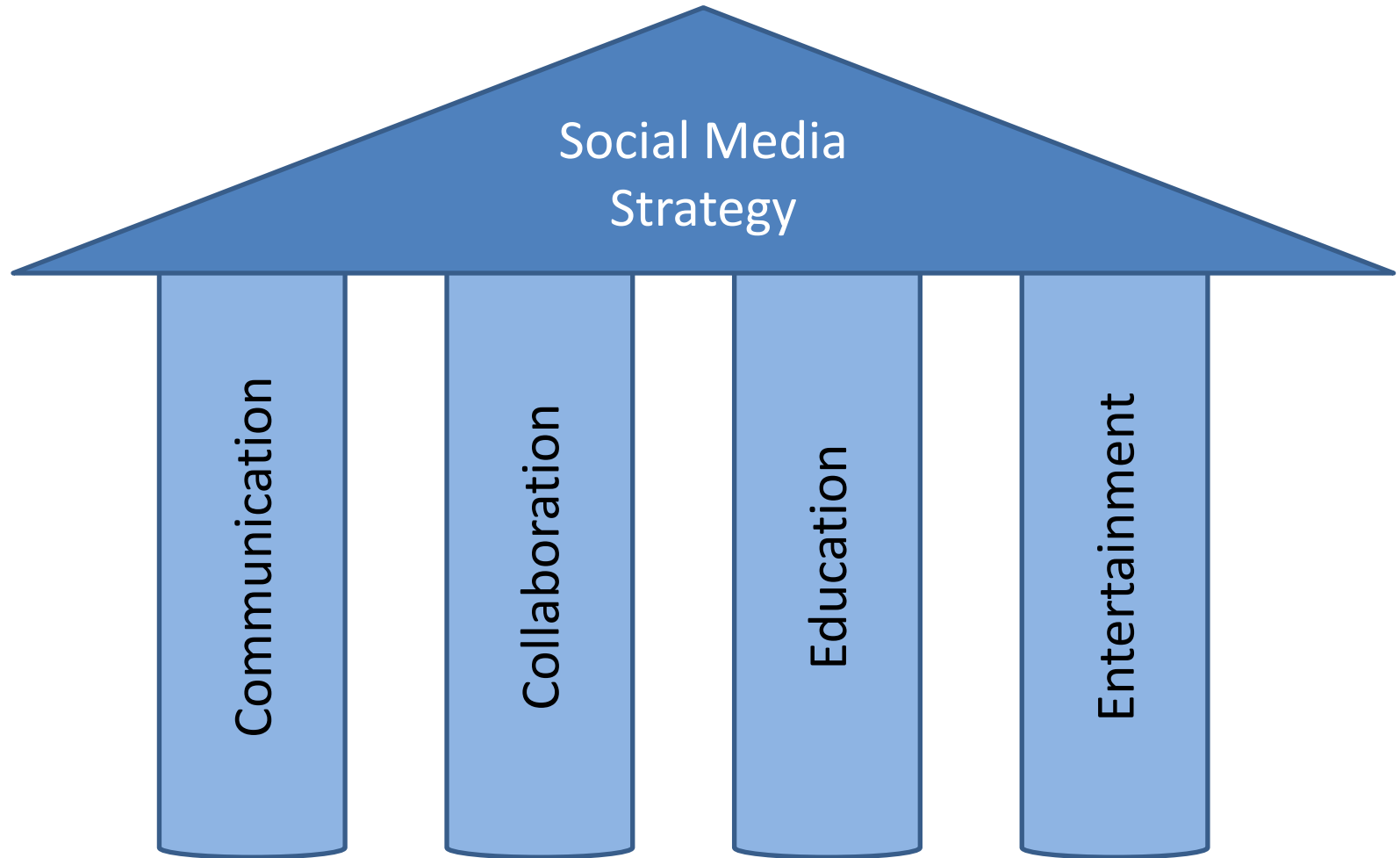
- Customer solution
- Customer cost
- Convenience
- Communication

# Marketing 4P to 4C

- **Product** → **Customer solution**
- **Price** → **Customer Cost**
- **Place** → **Convenience**
- **Promotion** → **Communication**

# Four pillars of social media strategy

C<sup>2</sup>E<sup>2</sup>



# Core Concepts

- **Needs, wants, and demands**
- **Target markets, positioning** (in mind of target buyers), segmentation
- **Offerings** (intangible benefit made physical) and **brands** (offering from a know source)
- **Value** (set of benefits) and satisfaction
- **Marketing channels** (communications, distribution, and service)
- **Supply chain**
- **Competition**
- **Marketing environment**
- **Marketing planning**

# Marketing Management Tasks

- **Developing marketing strategies** (strategic fit)
- **Capturing marketing insights** (obtaining information)
- **Connecting with customers** (relationships)
- **Building strong brands** (understand strengths and weaknesses)
- **Shaping market offerings**
- **Delivering value**
- **Communicating value**
- **Creating long-term growth** (positioning and new-product development)

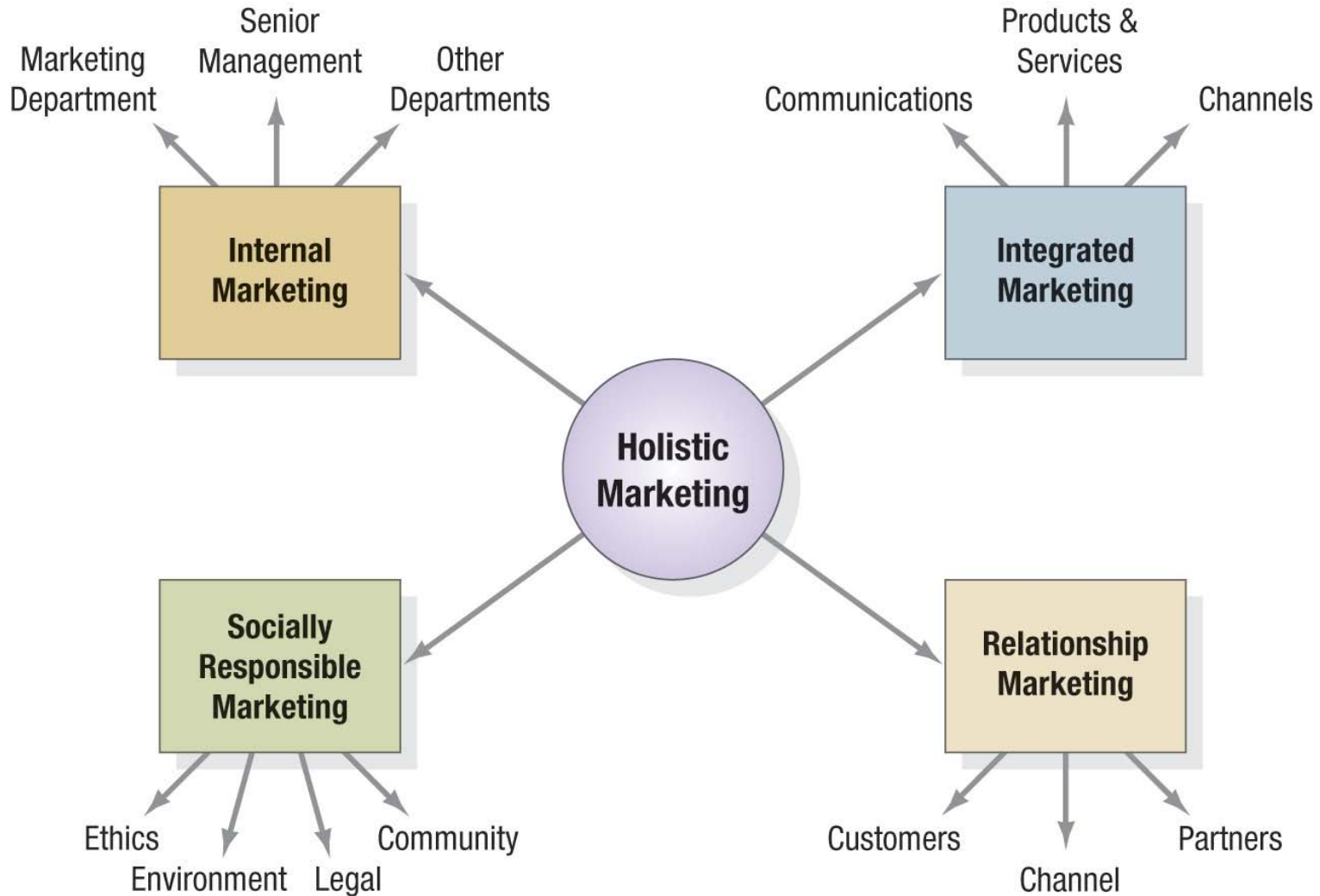
# Functions of CMOs

- Strengthening the brands
- Measuring marketing effectiveness
- Driving new product development based on customer needs
- Gathering meaningful customer insights
- Utilizing new marketing technology

# New Consumer Capabilities

- A substantial increase in buying power (a click away)
- A greater variety of available goods and services (internet)
- A great amount of information about practically anything (online)
- Greater ease in interacting and placing and receiving orders (24/7)
- An ability to compare notes on products and services (internet)
- **An amplified voice to influence public opinion (internet)**

# Holistic Marketing Dimensions





# I want it, I need it...

## 5 Types of Needs

- Stated needs (inexpensive)
- Real needs (low operating cost)
- Unstated needs (good service)
- Delight needs (extras)
- Secret needs (savvy consumer)



**Does  
Marketing  
Create or Satisfy  
Needs?**

# Interactive Marketing

- Tailored messages possible
- Easy to track responsiveness
- Contextual ad placement possible
- Search engine advertising possible
- Subject to click fraud
- Consumers develop selective attention

# e-Marketing Guidelines

- Give the customer a reason to respond
- Personalize the content of your emails
- Offer something the customer could not get via direct mail
- Make it easy for customers to unsubscribe

# Increasing Visits and Site Stickiness

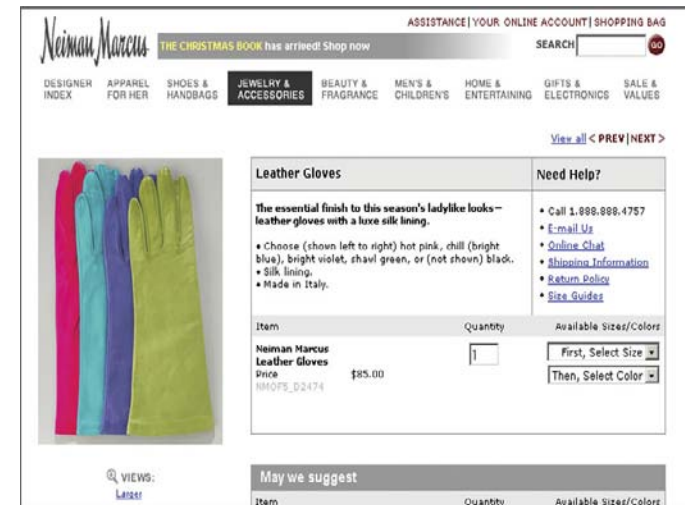
- In-dept information with links
- Changing news of interest
- Changing offers
- Contests and sweepstakes
- Humor and jokes
- Games

# Ease of Use and Attractiveness

- Ease of Use
  - Downloads quickly
  - First page is easy to understand
  - Easy to navigate
- Attractiveness
  - Clean looking
  - Not overly crammed with content
  - Readable fonts
  - Good use of color and sound

# Designing an Attractive Web Site

- **Context**
  - Layout & design
- **Content**
  - Text, picture, sound, video
- **Community**
  - user-to-user communication
- **Customization**
  - tailor to user or allow personalization
- **Communication**
  - enables site-to-user, user-to-site, or two-way communication
- **Connection**
  - ability to link to other sites
- **Commerce**
  - ability to enable commercial transactions



# How to Start Buzz

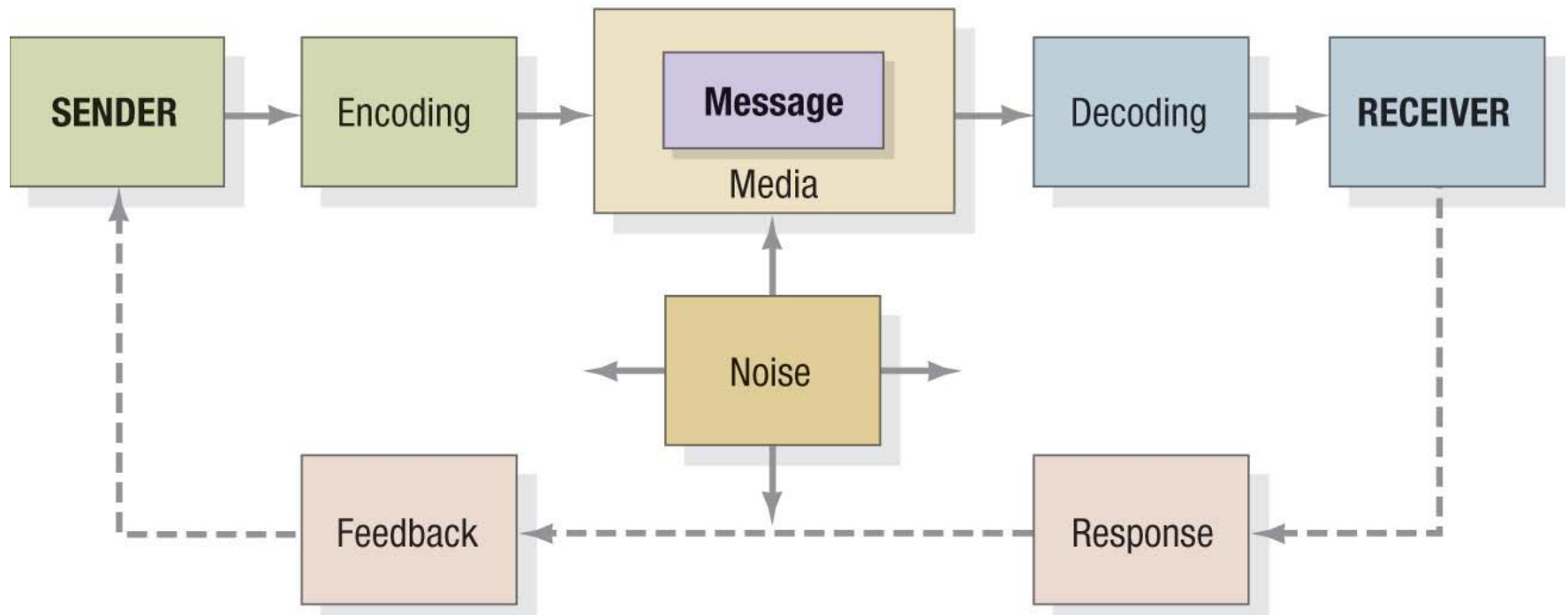
- Identify influential individuals and companies and devote extra effort to them
- Supply key people with product samples
- Work through community influentials
- Develop **word-of-mouth** referral channels to build business
- Provide compelling information that customers want to pass along



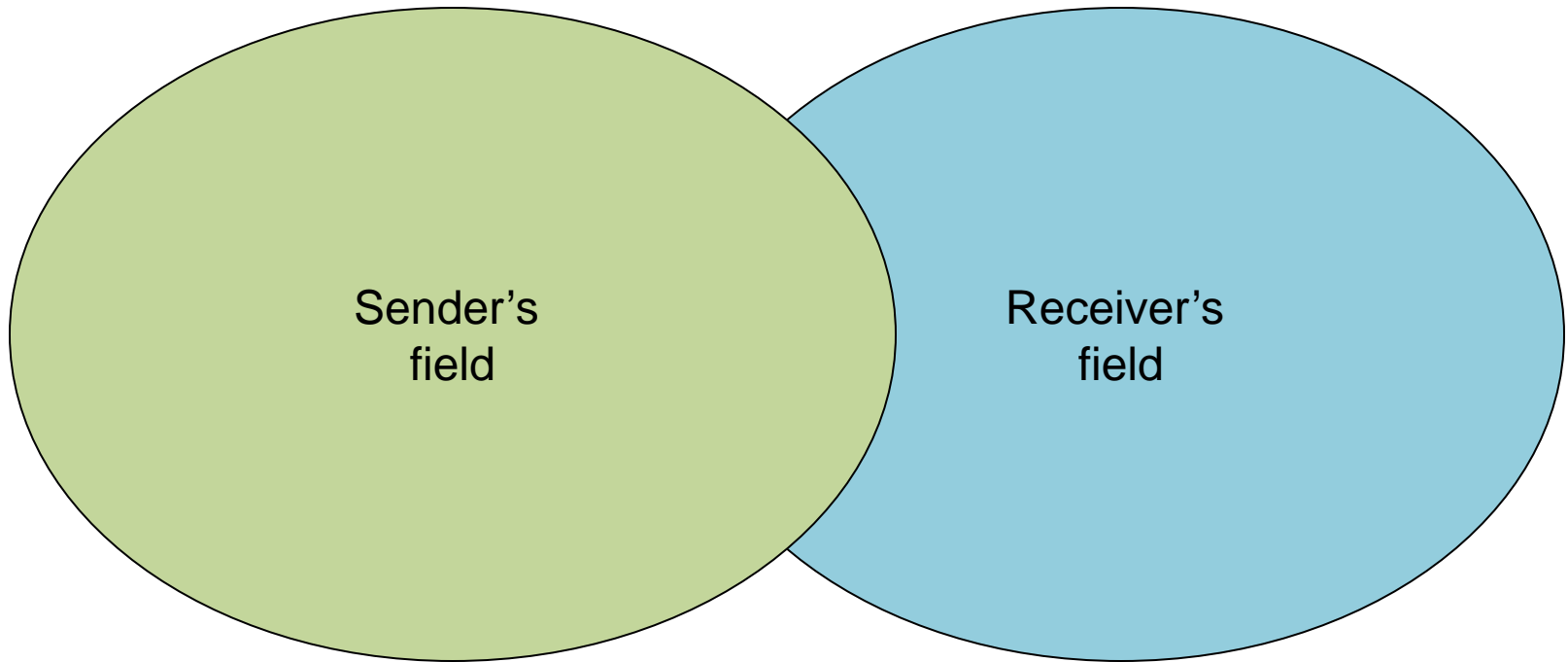
# Word-of-Mouth Marketing

- Person-to-person
- Chat rooms
- Blogs
- Twitter, Plurk
- Facebook
- Youtube

# Elements in the Communications Process



# Field of Experience



# The Communications Process



Selective attention

Selective distortion

Selective retention

# Social Media Marketing For Business



# Social Media Marketing

- Scorecard for Social Media
  - 4 - Extremely Valuable
  - 3 - Very Valuable
  - 2 - Somewhat Valuable
  - 1 - Not Very Valuable
  - 0 - No Value

# Scorecard for Social Media

| Social Media Tool | Internal Value | External Value |
|-------------------|----------------|----------------|
| Facebook          | 4 3 2 1 0      | 4 3 2 1 0      |
| LinkedIn          | 4 3 2 1 0      | 4 3 2 1 0      |
| Blogger           | 4 3 2 1 0      | 4 3 2 1 0      |
| SlideShare        | 4 3 2 1 0      | 4 3 2 1 0      |
| Wikipedia         | 4 3 2 1 0      | 4 3 2 1 0      |
| Flickr            | 4 3 2 1 0      | 4 3 2 1 0      |
| Picasa            | 4 3 2 1 0      | 4 3 2 1 0      |
| iTunes            | 4 3 2 1 0      | 4 3 2 1 0      |
| Podcast           | 4 3 2 1 0      | 4 3 2 1 0      |
| Youtube           | 4 3 2 1 0      | 4 3 2 1 0      |
| Twitter           | 4 3 2 1 0      | 4 3 2 1 0      |
| Plurk             | 4 3 2 1 0      | 4 3 2 1 0      |

Scorecard for Social Media

4 - Extremely Valuable, 3 - Very Valuable, 2 – Somewhat Valuable, 1 - Not Very Valuable, 0 - No Value

# Social Media and the Voice of the Customer

- Listen to the **Voice of the Customer (VoC)**
  - Social media can give companies a torrent of highly valuable customer feedback.
  - Such input is largely free
  - Customer feedback issued through social media is qualitative data, just like the data that market researchers derive from focus group and in-depth interviews
  - Such qualitative data is in digital form – in text or digital video on a web site.



# Accenture's SLOPE Model for Listening to the Social Voice of the Customer

## Social Voice of the Customer

Synchronize

Listen &  
Learn

Optimize &  
Operationalize

Personalize &  
Propagate

Execution &  
Expectations

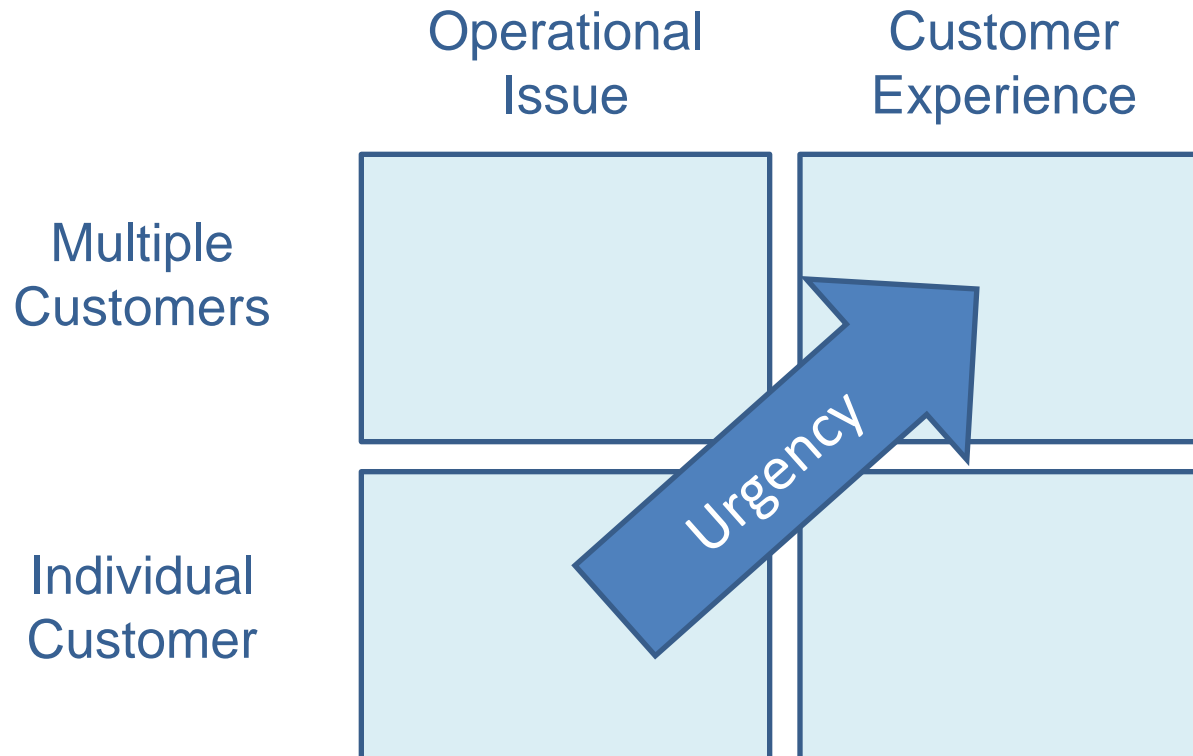
# Listen and Learn

## Text Mining for VoC

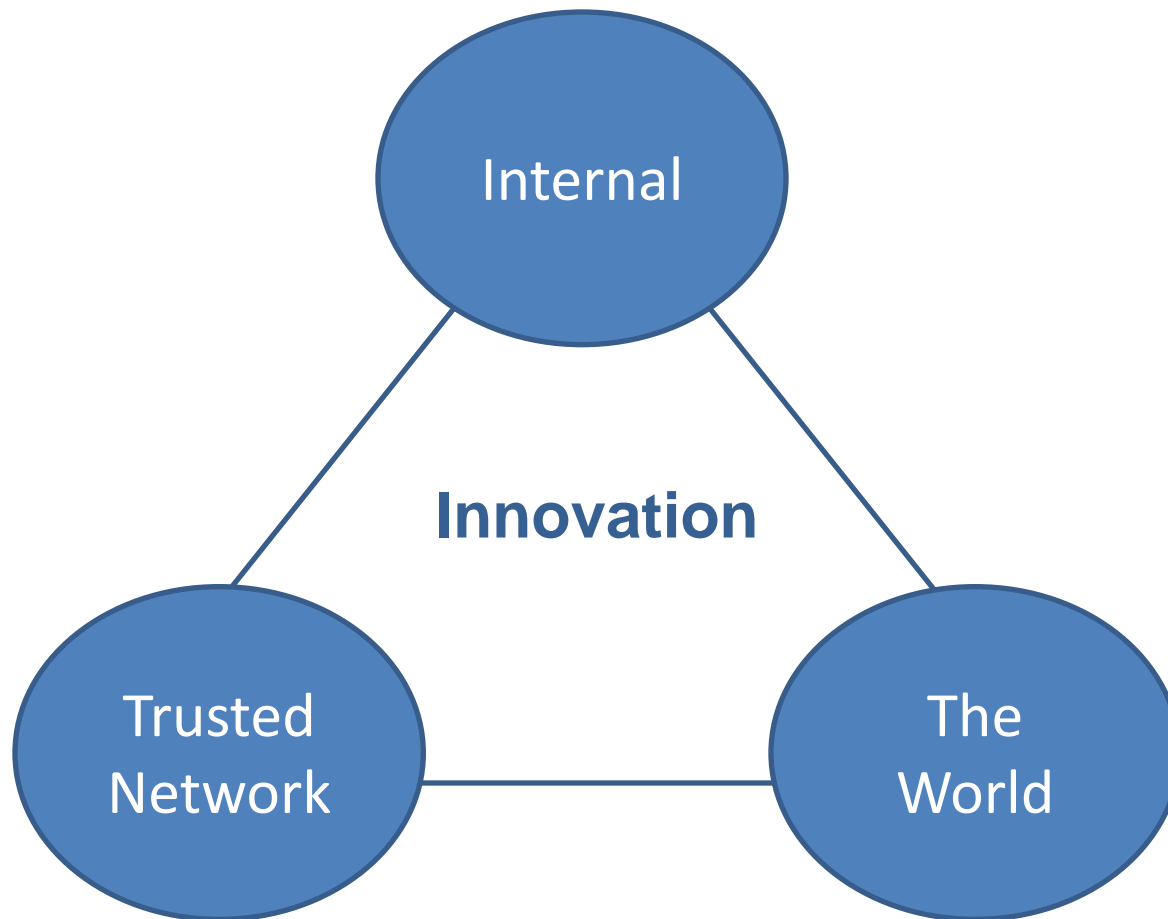
- Categorization
  - Understanding what topics people are talking or writing about in the unstructured portion of their feedback.
- Sentiment Analysis
  - Determining whether people have **positive**, **negative**, or **neutral** views on those topics.

# Customers' Opinions About Operational versus Customer Experience Issues

## Reactive, Reputation Management



# Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company's Innovation Efforts



# Examples of Social Media Selling Strategies in the Market Today



**Strategy #2 – “Engaging the Hive”:** Get Customers to Mobilize Their Personal Networks

# Case Study: LenovoClub CareerLife 職場人生

拉NO佛國際集團 民國一百年隆重鉅獻

CH4 LTV

戲劇 | 頻道 | 活動 | 討論 | 購物

副總爭霸戰  
觀眾選邊讚

特別介紹  
姓沛的

人物  
關係圖

劇照  
下載

**職場人生**

職場人生親似海深 誰擁姓沛的就穩升

惡男奸女爭權謀，纏鬥三回定生死 非死不可選邊讚，若贏姓沛的跟你走！

<http://www.lenovoclub.com.tw/careerlife/>

# Case Study: LenovoClub CareerLife 職場人生

拉NO佛國際集團鉅獻... [www.lenovoclub.com.tw/careerlife/](http://www.lenovoclub.com.tw/careerlife/)

第一集 按怎潑攏免驚 熱烈上映中

[職場人生] 第一集 不管安怎潑攏免驚



0:00 / 2:02

拉NO佛國際集團空出副總職缺，  
平日是死對頭的行銷部經理麥可陳，和業務部經理尖妮ㄟㄟ，  
為求升官互相惡鬥，  
嗆聲過程中有人順勢把手中一杯水潑出……

噗浪 PLURK  
非死不可 facebook 分享

©2011 LTV CORPORATION AND LANGFO INTERNATIONAL CORPORATION CHA LTV

# Case Study: LenovoClub CareerLife 職場人生

YouTube 播放頁面顯示：

網址：[www.youtube.com/watch?v=XRUVbFEnPig](http://www.youtube.com/watch?v=XRUVbFEnPig)

影片標題：**[職場人生] 第一集 不管安怎潑攏免驚**

頻道：**Itvchn** (訂閱) 13 部影片

影片縮略圖：顯示「職場人生」標題及「拉NO佛跨國企業集團鉅獻」

播放進度：0:03 / 2:02

觀看次數：124,781

互動數據：203 人喜歡，14 人不喜歡

影片出處：影片出處：...

描述：Itvchn 於 2011-05-06 上傳  
拉NO佛國際集團空出副總職缺，平日是死對頭的行銷部經理麥可陳和業務部經理尖妮口舌互嗆.....

推薦影片：

- 擔心聖誕夜訂不到餐廳？  
上傳者：lp1999go  
觀看次數：343 推薦影片
- [職場人生] 第二集 姓沛的係按呢用ㄟ  
by Itvchn  
觀看次數：111,860
- [職場人生] 第三集 副總爭奪戰最終回  
by Itvchn  
觀看次數：31,592
- [TVBS 報導]「筆電人生」鄉土劇 啥！廣告仿  
by Itvchn  
觀看次數：2,095
- [職場人生] 第ㄟ篇  
by Itvchn  
觀看次數：22,466
- [職場人生] 精彩預告(短)  
by Itvchn  
觀看次數：6,944



# Case Study: LenovoClub CareerLife 職場人生

YouTube 影片觀看頁面：[職場人生] 第一集 不管安怎

網址: [www.youtube.com/watch?v=XRUVbFEnPig](http://www.youtube.com/watch?v=XRUVbFEnPig)

124,781 觀看次數

總觀看次數：124,781

評論：63

我的最愛：119

喜歡的：203

不喜歡的：14

**重要探索活動**

| 日期 | 活動  | 觀看次數   |
|----|---|--------|
| A  | 11-05-12 精選影片初次觀看次數                       | 7,250  |
| B  | 11-05-12 初次嵌入於 - static.ak.facebook.com   | 6,360  |
| C  | 11-05-11 初次嵌入於 - share.youthwant.com.tw   | 2,946  |
| D  | 11-05-10 首次透過廣告播放                         | 7,727  |
| E  | 11-05-10 初次嵌入於 - www.mobile01.com         | 2,820  |
| F  | 11-05-08 初次嵌入於 - www.lenovoclub.com.tw    | 14,749 |
| G  | 11-05-08 來自 YouTube 搜尋的首次推薦 - 職場人生        | 9,522  |
| H  | 11-05-08 首次透過行動裝置播放                       | 4,700  |
| I  | 11-05-08 首次推薦媒介： - www.facebook.com       | 4,563  |
| J  | 11-05-06 來自相關影片的首次推薦 - [職場人生] 第二集 姓沛的係按呢用 | 8,749  |

**觀眾**

此影片最受下列人士歡迎：

性別：  年齡：

此影片在以下地點最受歡迎：

**推薦影片：**

- [職場人生] 精彩預告(短) by Itvchn 觀看次數：6,944
- 世界最小台筆電 by cbate 觀看次數：27,623
- 頭夜市D第一集片段-江一官向警察挑釁(附字幕) by Ian08438 觀看次數：31,780
- 超級偶像-崩崩哥 by wenhot 觀看次數：539,566
- 2010-03-31 夜市人生72集 有志跆拳道第一名 大風如 by a1245648 觀看次數：19,463
- 職場人生-孤島教師下集.mp4 by PhoneMovieTv 觀看次數：3,862
- 夜市人生 爆橋拳 (格鬥天王版) by st10043 觀看次數：489,652
- 職場人生-辦桌總舖師上

# Case Study: LenovoClub CareerLife 職場人生

[職場人生] 第一集 不管安怎 x

www.youtube.com/watch?v=XRUVbFEnPig

**觀眾**  
此影片最受下列人士歡迎：

| 性別 | 年齡    |
|----|-------|
| 男性 | 35-44 |
| 男性 | 25-34 |
| 男性 | 18-24 |

此影片在以下地點最受歡迎：

更多  
較少

Itvchn 於 2011-05-06 上傳

拉NO佛國際集團空出副總裁，平日是死對頭的行銷部經理麥可陳和業務部經理尖妮ㄟㄟ互哈.....  
[http://www.lenovoclub.com.tw/careerlife/?utm\\_source=Youtube&utm\\_medium=vi...](http://www.lenovoclub.com.tw/careerlife/?utm_source=Youtube&utm_medium=vi...)

顯示更多

最佳評論

不簡單的宣傳片段!! 裡面完全沒帶半點廣告氣色, 亦完全沒有感到是在播廣告! 而且他完全不會想在電視來放!! 因為在電視大家就會以為是在看廣告!! 但在電腦世界大家就會以為是真的什麼新的連續劇!! 成功的廣告, 不會在廣告裡說那是什麼產品!! 兩個字已經完全地帶出廣告意思!!! 不簡單的廣告!! 不簡單的姓沛和拉NO佛  
nomuchmore 7個月以前 14

"我就跟你姓尖" 笑死XDDD  
p90349 6個月以前 10

203人喜歡, 14人不喜歡

影片出處:  
OA拆組達人-OA辦公家具  
買賣拆組專家

- by st10043 觀看次數: 489,652
- 職場人生-辦桌總舖師 上集.mp4 by PhoneMovieTV 觀看次數: 1,001
- Nothing New No Response by vutuanduy 觀看次數: 159,593
- 職場人生-木船師 上集.mp4 by PhoneMovieTV 觀看次數: 734
- 職場人生 木船師 下集 by PhoneMovieTV 觀看次數: 345
- 職場人生-辦桌總部師 下集.mp4 by PhoneMovieTV 觀看次數: 553
- 老婆的夜市人生~第一集~射飛鏢 by jasir120 觀看次數: 135
- 信義房屋分手快樂 真相篇 by jamestuo 觀看次數: 542,319

# Summary

- Social Media Marketing
- Marketing
- Marketing Management

# References

- Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.
- Lon Safko and David K. Brake, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Wiley, 2009
- Philip Kotler and Kevin Keller, Marketing Management, 13th Edition, Prentice Hall, 2008